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## Hong Kong

**Post:** Hong Kong

### U.S. Exhibitors Enjoyed Great Success at HOFEX 2013

**Report Categories:**

Export Accomplishments - Events

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**Report Highlights:**

U.S. Exhibitors reported great success at HOFEX 2013. Over 40 U.S. exhibitors showcased 330 new products at this largest food and beverage trade show in Hong Kong. U.S. exhibitors reported on-site sales of US\$13.8 million and projected 12-month sales of US\$30.26 million at the show.

## General Information

Hong Kong is a lucrative market for U.S. exports of high value consumer food and beverage products. Overall direct U.S. agricultural exports to Hong Kong reached a record level at US\$3.59 billion in 2012, eclipsing the previous record of US\$3.48 billion in 2011 and representing a moderate increase of over 3%. Among them, U.S. exports of high value consumer-oriented food products to Hong Kong reached US\$2.89 billion, making Hong Kong as the 4th largest export market after Canada, Mexico and Japan. The fantastic result is due to ATO Hong Kong's promotional effort and great support from FAS, various partners in the U.S., local importers and distributors. In addition to being a large market, Hong Kong is also a gateway for other markets in the region. Helping U.S. exhibitors be as successful as possible at Hong Kong trade shows is a group effort. For USDA/FAS endorsed shows, the FAS Office of Trade Programs, Trade Services Staff based in Washington worked closely with ATO Hong Kong and the show organizers to develop the U.S. Pavilion. At the state level, in addition to State Regional Trading Groups such as FEUSA, FE Midwest USA, SUSTA and WUSATA, MAP funds from the National Association of State Departments of Agriculture (NASDA) were used to enhance the appearance and services of the U.S. Pavilion.

HOFEX is the largest food and beverage trade show in Hong Kong and it has been proved to be an excellent platform for food and beverage buyers in the region to source new products. The show is endorsed by USDA and attracted more than 1,900 exhibiting companies from over 40 countries/regions. A total of over 35,000 professional buyers from Hong Kong and the region visited the show. ATO Hong Kong actively took part in the show and organized activities including Market Briefing, Market Tour, Trade Reception and U.S. food tasting event to assist U.S. exhibitors achieve spectacular export successes.

U.S. exhibitors reported that excellent export opportunities resulted during the show, with on-site sales of US\$13.8 million and projected sales in the next 12 months of over US\$30.26 million.

## HOFEX (May 7-10, 2013)



**Market Briefing**



**Tour of Local Wet Market**



**Tour of Three Sixty Store**



**Trade Reception for U.S. Exhibitors**



**Cooking Demo of U.S. Bone-in Beef**



**U.S. Bone-in Beef Tasting**



**U.S. Pavilion**



**US Exhibitors' Lounge**